

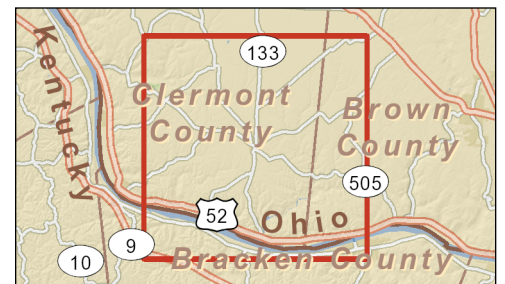
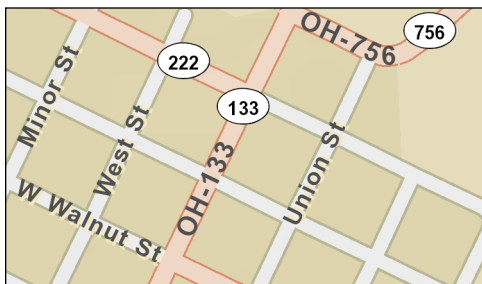
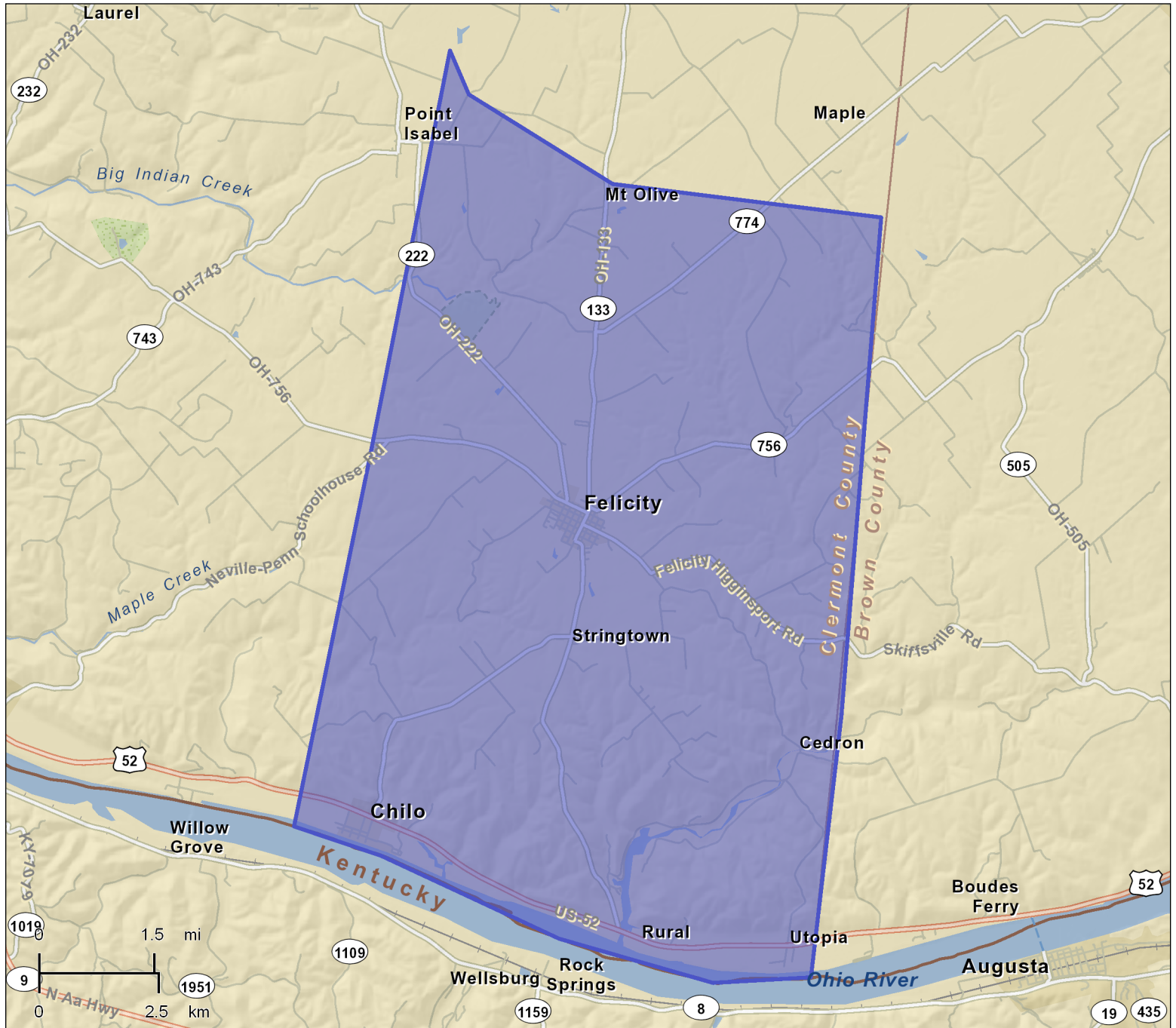


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Franklin Township, OH
County Subdivision: Franklin township-OH
Standard Geography

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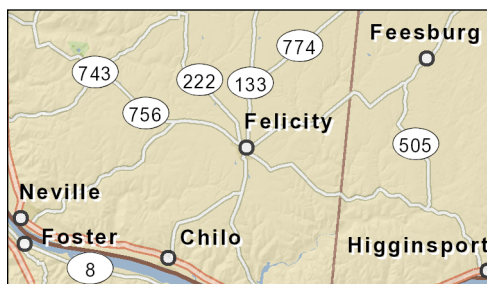
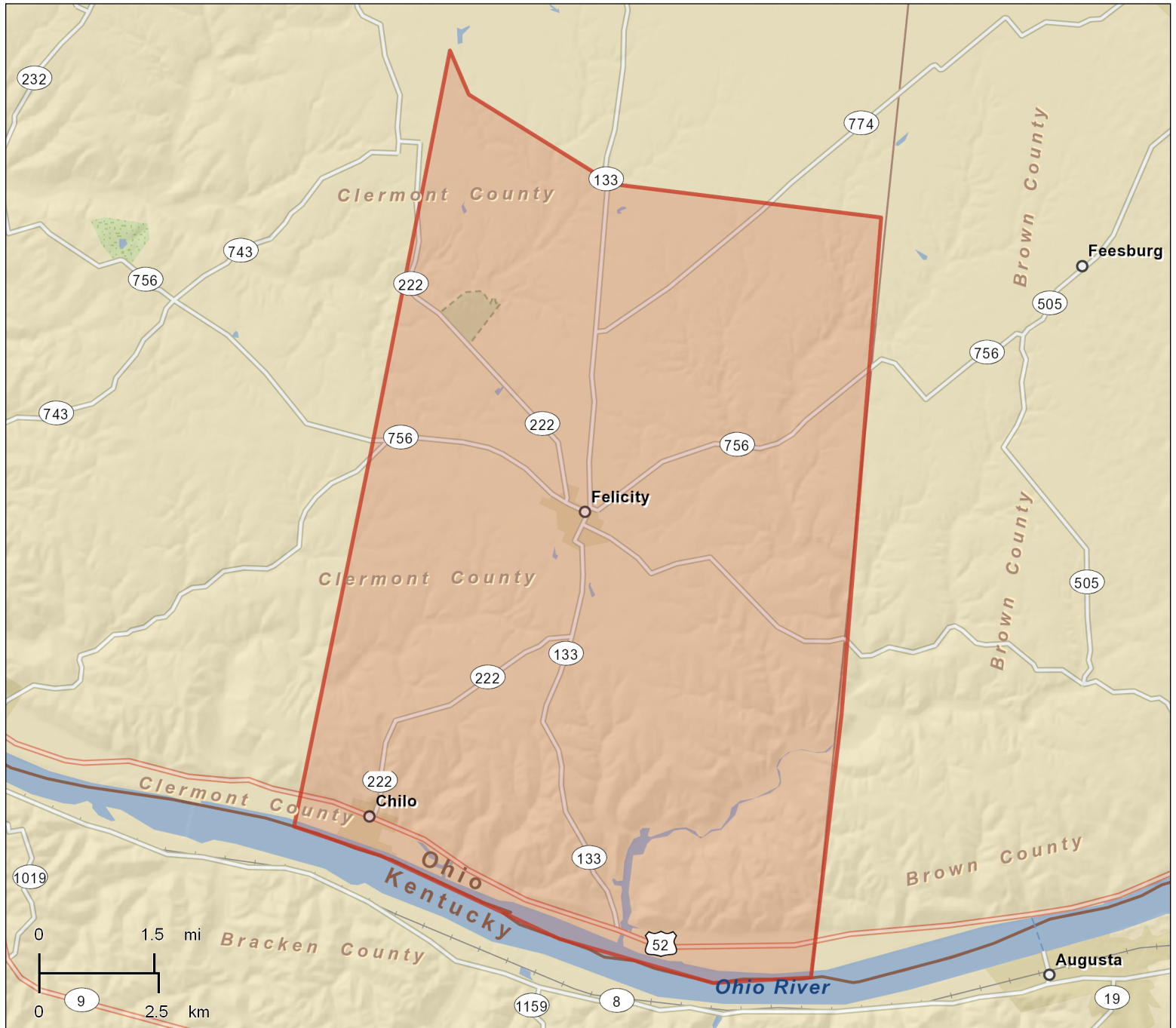


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

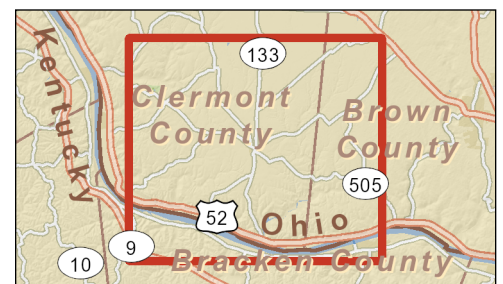
Traffic Count Map

Franklin Township, OH
3902528224 (Franklin township)
Geography: County subdivisions

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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Market Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Franklin township, OH (39...

Population Summary

2000 Total Population	4,380
2010 Total Population	4,188
2012 Total Population	4,196
2012 Group Quarters	0
2017 Total Population	4,255
2012-2017 Annual Rate	0.28%

Household Summary

2000 Households	1,529
2000 Average Household Size	2.86
2010 Households	1,541
2010 Average Household Size	2.72
2012 Households	1,540
2012 Average Household Size	2.72
2017 Households	1,576
2017 Average Household Size	2.70
2012-2017 Annual Rate	0.46%
2010 Families	1,142
2010 Average Family Size	3.13
2012 Families	1,135
2012 Average Family Size	3.15
2017 Families	1,150
2017 Average Family Size	3.13
2012-2017 Annual Rate	0.26%

Housing Unit Summary

2000 Housing Units	1,649
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	7.3%
2010 Housing Units	1,768
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	12.8%
2012 Housing Units	1,759
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	12.5%
2017 Housing Units	1,778
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	26.6%
Vacant Housing Units	11.4%

Median Household Income

2012	\$39,296
2017	\$46,640

Median Home Value

2012	\$108,583
2017	\$133,408

Per Capita Income

2012	\$17,614
2017	\$19,744

Median Age

2010	39.2
2012	39.8
2017	40.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Franklin township, OH (39...

2012 Households by Income

Household Income Base	1,540
<\$15,000	18.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	11.6%
\$35,000 - \$49,999	19.0%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.0%
\$200,000+	0.7%
Average Household Income	\$47,785

2017 Households by Income

Household Income Base	1,576
<\$15,000	17.9%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.2%
\$200,000+	0.8%
Average Household Income	\$53,110

2012 Owner Occupied Housing Units by Value

Total	1,071
<\$50,000	15.3%
\$50,000 - \$99,999	29.9%
\$100,000 - \$149,999	28.0%
\$150,000 - \$199,999	12.4%
\$200,000 - \$249,999	5.7%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	3.3%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	1.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.6%
Average Home Value	\$133,800

2017 Owner Occupied Housing Units by Value

Total	1,103
<\$50,000	7.8%
\$50,000 - \$99,999	22.0%
\$100,000 - \$149,999	30.2%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	9.2%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	4.2%
\$400,000 - \$499,999	0.5%
\$500,000 - \$749,999	2.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.8%
Average Home Value	\$161,537

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Franklin township, OH (39...

2010 Population by Age

Total	4,188
0 - 4	6.4%
5 - 9	7.2%
10 - 14	8.2%
15 - 24	11.9%
25 - 34	11.1%
35 - 44	12.7%
45 - 54	16.5%
55 - 64	13.6%
65 - 74	7.5%
75 - 84	3.8%
85 +	1.0%
18 +	73.7%

2012 Population by Age

Total	4,194
0 - 4	6.2%
5 - 9	7.0%
10 - 14	8.1%
15 - 24	11.9%
25 - 34	11.2%
35 - 44	12.4%
45 - 54	16.2%
55 - 64	14.3%
65 - 74	7.9%
75 - 84	3.7%
85 +	1.1%
18 +	74.2%

2017 Population by Age

Total	4,252
0 - 4	6.3%
5 - 9	7.0%
10 - 14	8.2%
15 - 24	11.1%
25 - 34	11.2%
35 - 44	12.1%
45 - 54	14.9%
55 - 64	14.8%
65 - 74	9.5%
75 - 84	3.9%
85 +	1.1%
18 +	74.3%

2010 Population by Sex

Males	2,100
Females	2,088

2012 Population by Sex

Males	2,117
Females	2,077

2017 Population by Sex

Males	2,143
Females	2,109

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Franklin township, OH (39...

2010 Population by Race/Ethnicity

Total	4,188
White Alone	97.9%
Black Alone	0.5%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.2%
Hispanic Origin	1.0%
Diversity Index	6.2

2012 Population by Race/Ethnicity

Total	4,196
White Alone	97.7%
Black Alone	0.6%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.1%
Hispanic Origin	1.1%
Diversity Index	6.5

2017 Population by Race/Ethnicity

Total	4,255
White Alone	97.2%
Black Alone	1.1%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.2%
Hispanic Origin	1.5%
Diversity Index	8.3

2010 Population by Relationship and Household Type

Total	4,188
In Households	100.0%
In Family Households	88.5%
Householder	27.3%
Spouse	21.0%
Child	33.8%
Other relative	3.4%
Nonrelative	3.1%
In Nonfamily Households	11.5%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Franklin township, OH (39...

2010 Households by Type

Total	1,541
Households with 1 Person	21.0%
Households with 2+ People	79.0%
Family Households	74.1%
Husband-wife Families	57.1%
With Related Children	24.7%
Other Family (No Spouse Present)	17.0%
Other Family with Male Householder	5.8%
With Related Children	3.7%
Other Family with Female Householder	11.2%
With Related Children	7.3%
Nonfamily Households	4.9%

All Households with Children	36.0%
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Multigenerational Households	4.9%
Unmarried Partner Households	8.6%
Male-female	8.1%
Same-sex	0.5%

2010 Households by Size

Total	1,541
1 Person Household	21.0%
2 Person Household	35.2%
3 Person Household	16.4%
4 Person Household	13.8%
5 Person Household	8.2%
6 Person Household	4.0%
7 + Person Household	1.4%

2010 Households by Tenure and Mortgage Status

Total	1,541
Owner Occupied	71.3%
Owned with a Mortgage/Loan	44.6%
Owned Free and Clear	26.7%
Renter Occupied	28.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Summary	Census 2010	2012	2017				
Population	4,188	4,196	4,255				
Households	1,541	1,540	1,576				
Families	1,142	1,135	1,150				
Average Household Size	2.72	2.72	2.70				
Owner Occupied Housing Units	1,099	1,072	1,103				
Renter Occupied Housing Units	442	468	473				
Median Age	39.2	39.8	40.1				
Trends: 2012 - 2017 Annual Rate	Area	State	National				
Population	0.28%	0.14%	0.68%				
Households	0.46%	0.28%	0.74%				
Families	0.26%	0.07%	0.72%				
Owner HHs	0.57%	0.48%	0.91%				
Median Household Income	3.49%	3.19%	2.55%				
Households by Income	2012		2017				
	Number	Percent	Number	Percent			
	<\$15,000	284	18.4%	282	17.9%		
	\$15,000 - \$24,999	199	12.9%	152	9.6%		
	\$25,000 - \$34,999	179	11.6%	132	8.4%		
	\$35,000 - \$49,999	292	19.0%	268	17.0%		
	\$50,000 - \$74,999	332	21.6%	425	27.0%		
	\$75,000 - \$99,999	144	9.4%	188	11.9%		
	\$100,000 - \$149,999	84	5.5%	97	6.2%		
	\$150,000 - \$199,999	15	1.0%	19	1.2%		
	\$200,000+	11	0.7%	13	0.8%		
Median Household Income	\$39,296		\$46,640				
Average Household Income	\$47,785		\$53,110				
Per Capita Income	\$17,614		\$19,744				
Population by Age	Census 2010		2012		2017		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	269	6.4%	262	6.2%	266	6.3%
	5 - 9	300	7.2%	295	7.0%	298	7.0%
	10 - 14	345	8.2%	341	8.1%	350	8.2%
	15 - 19	288	6.9%	279	6.7%	269	6.3%
	20 - 24	212	5.1%	220	5.2%	203	4.8%
	25 - 34	465	11.1%	468	11.2%	475	11.2%
	35 - 44	532	12.7%	520	12.4%	514	12.1%
	45 - 54	690	16.5%	679	16.2%	632	14.9%
	55 - 64	571	13.6%	599	14.3%	631	14.8%
	65 - 74	315	7.5%	332	7.9%	402	9.5%
	75 - 84	158	3.8%	154	3.7%	165	3.9%
	85+	43	1.0%	45	1.1%	47	1.1%
	Race and Ethnicity	Census 2010		2012		2017	
Number		Percent	Number	Percent	Number	Percent	
White Alone		4,098	97.9%	4,101	97.7%	4,134	97.2%
Black Alone		20	0.5%	27	0.6%	46	1.1%
American Indian Alone		7	0.2%	8	0.2%	8	0.2%
Asian Alone		7	0.2%	7	0.2%	8	0.2%
Pacific Islander Alone		1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone		5	0.1%	4	0.1%	6	0.1%
Two or More Races		50	1.2%	48	1.1%	52	1.2%
Hispanic Origin (Any Race)		42	1.0%	45	1.1%	63	1.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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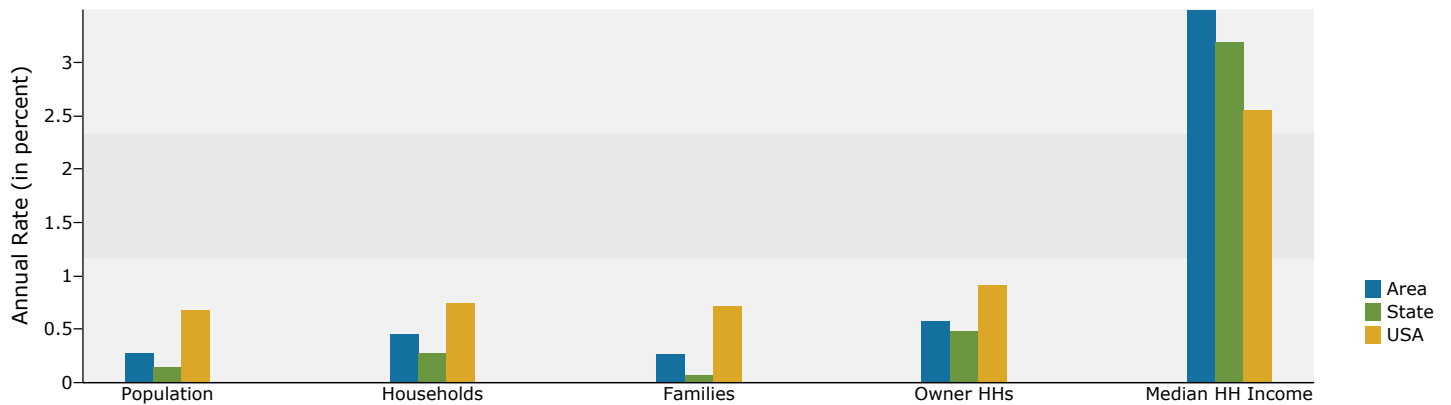


Demographic and Income Profile

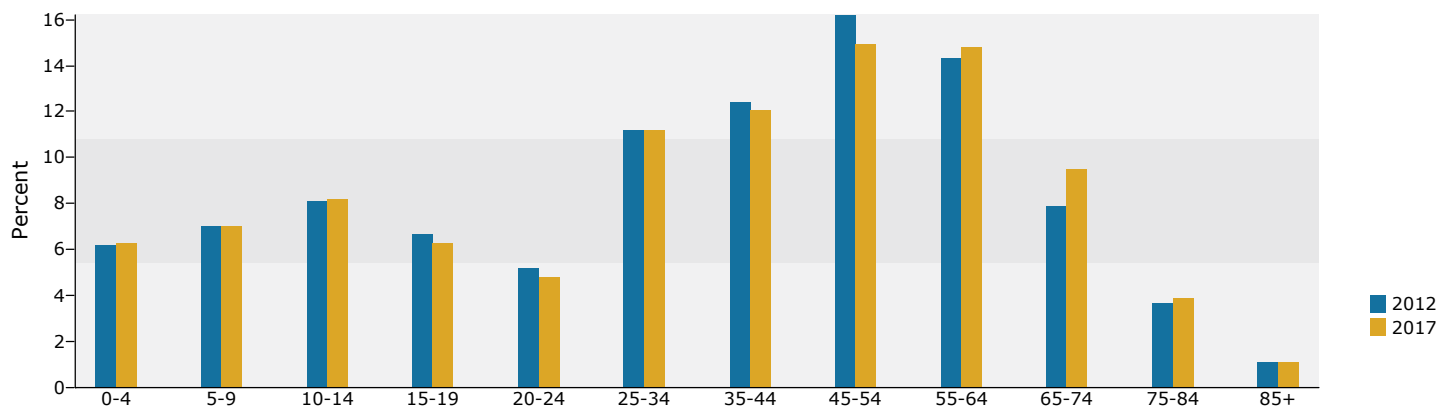
Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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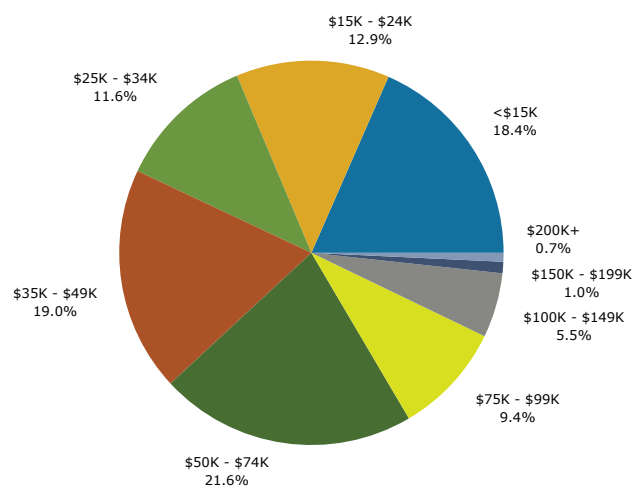
Trends 2012-2017



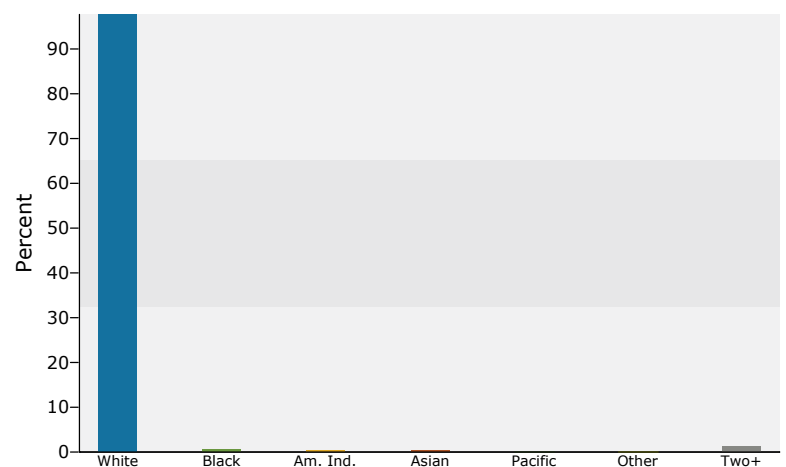
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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Retail MarketPlace Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Summary Demographics

2010 Population	4,856
2010 Households	1,746
2010 Median Disposable Income	\$35,243
2010 Per Capita Income	\$18,580

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$36,030,256	\$17,582,132	\$18,448,124	34.4	12
Total Retail Trade	44-45	\$31,188,120	\$16,158,706	\$15,029,414	31.7	8
Total Food & Drink	722	\$4,842,136	\$1,423,426	\$3,418,710	54.6	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,557,574	\$0	\$7,557,574	100.0	0
Automobile Dealers	4411	\$6,413,117	\$0	\$6,413,117	100.0	0
Other Motor Vehicle Dealers	4412	\$609,649	\$0	\$609,649	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$534,808	\$0	\$534,808	100.0	0
Furniture & Home Furnishings Stores	442	\$467,255	\$0	\$467,255	100.0	0
Furniture Stores	4421	\$240,636	\$0	\$240,636	100.0	0
Home Furnishings Stores	4422	\$226,619	\$0	\$226,619	100.0	0
Electronics & Appliance Stores	4431	\$1,209,636	\$0	\$1,209,636	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,118,384	\$36,077	\$1,082,307	93.7	1
Bldg Material & Supplies Dealers	4441	\$1,048,121	\$36,077	\$1,012,044	93.3	1
Lawn & Garden Equip & Supply Stores	4442	\$70,263	\$0	\$70,263	100.0	0
Food & Beverage Stores	445	\$5,412,163	\$5,140,127	\$272,036	2.6	1
Grocery Stores	4451	\$5,203,600	\$5,140,127	\$63,473	0.6	1
Specialty Food Stores	4452	\$76,511	\$0	\$76,511	100.0	0
Beer, Wine & Liquor Stores	4453	\$132,052	\$0	\$132,052	100.0	0
Health & Personal Care Stores	446,4461	\$655,064	\$0	\$655,064	100.0	0
Gasoline Stations	447,4471	\$5,600,600	\$3,294,628	\$2,305,972	25.9	1
Clothing & Clothing Accessories Stores	448	\$812,254	\$0	\$812,254	100.0	0
Clothing Stores	4481	\$589,391	\$0	\$589,391	100.0	0
Shoe Stores	4482	\$135,056	\$0	\$135,056	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$87,807	\$0	\$87,807	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$136,956	\$25,187	\$111,769	68.9	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$108,584	\$25,187	\$83,397	62.3	1
Book, Periodical & Music Stores	4512	\$28,372	\$0	\$28,372	100.0	0
General Merchandise Stores	452	\$4,960,333	\$7,638,944	-\$2,678,611	-21.3	3
Department Stores Excluding Leased Depts.	4521	\$2,078,019	\$0	\$2,078,019	100.0	0
Other General Merchandise Stores	4529	\$2,882,314	\$7,638,944	-\$4,756,630	-45.2	3
Miscellaneous Store Retailers	453	\$447,793	\$23,743	\$424,050	89.9	1
Florists	4531	\$26,230	\$23,743	\$2,487	5.0	1
Office Supplies, Stationery & Gift Stores	4532	\$144,116	\$0	\$144,116	100.0	0
Used Merchandise Stores	4533	\$8,786	\$0	\$8,786	100.0	0
Other Miscellaneous Store Retailers	4539	\$268,661	\$0	\$268,661	100.0	0
Nonstore Retailers	454	\$2,810,108	\$0	\$2,810,108	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,615,141	\$0	\$2,615,141	100.0	0
Vending Machine Operators	4542	\$3,918	\$0	\$3,918	100.0	0
Direct Selling Establishments	4543	\$191,049	\$0	\$191,049	100.0	0
Food Services & Drinking Places	722	\$4,842,136	\$1,423,426	\$3,418,710	54.6	4
Full-Service Restaurants	7221	\$1,678,718	\$1,037,345	\$641,373	23.6	2
Limited-Service Eating Places	7222	\$2,749,005	\$355,931	\$2,393,074	77.1	1
Special Food Services	7223	\$340,036	\$0	\$340,036	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$74,377	\$30,150	\$44,227	42.3	1

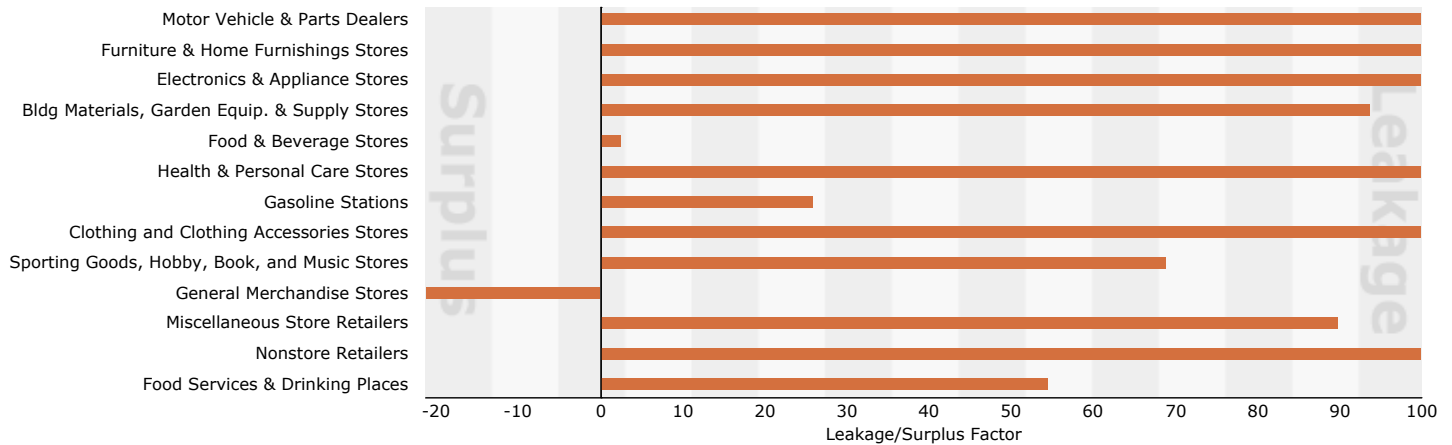
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

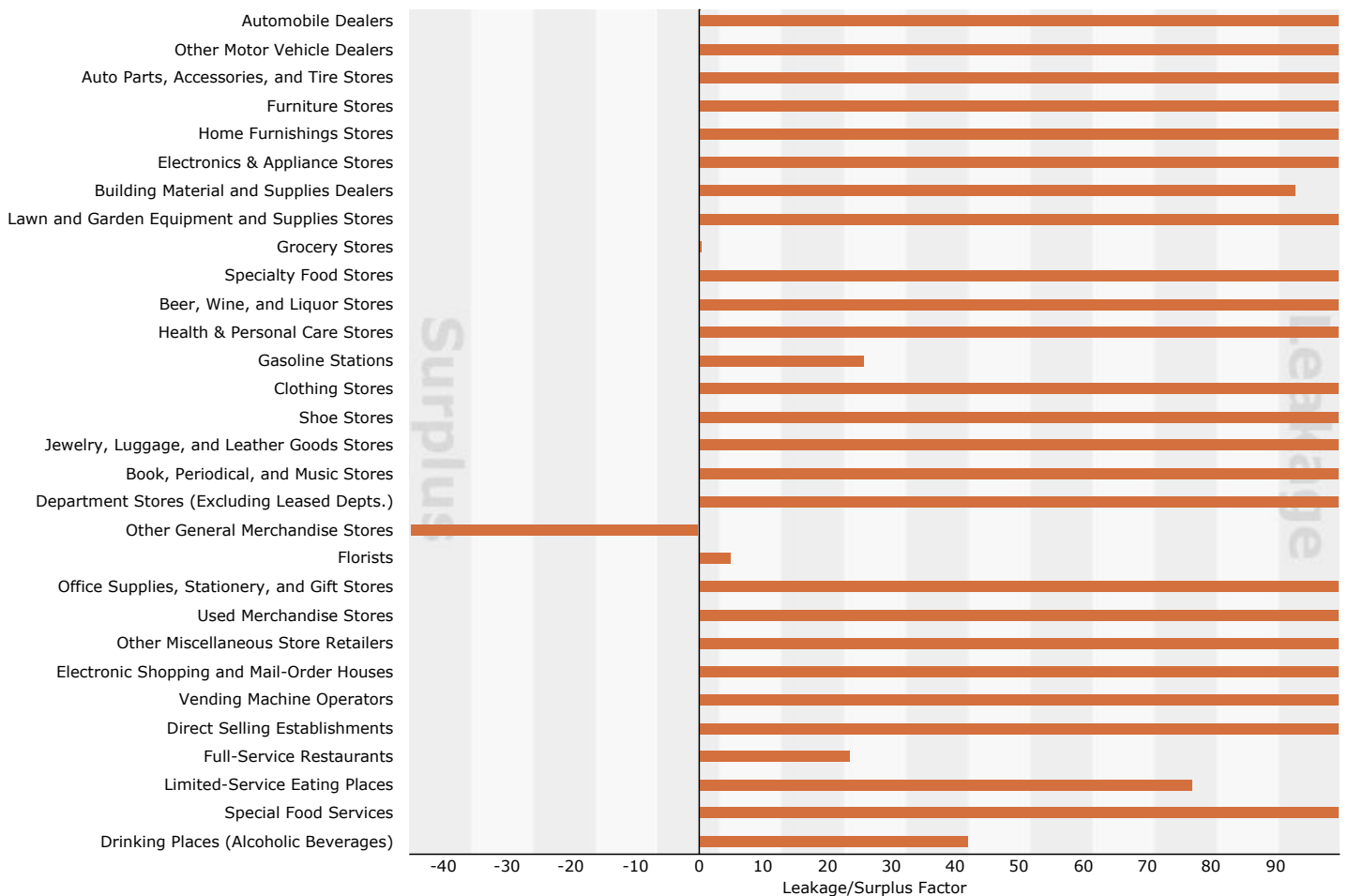
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Census 2010 Summary Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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	2000	2010	2000-2010 Annual Rate
Population	4,380	4,188	-0.45%
Households	1,529	1,541	0.08%
Housing Units	1,649	1,768	0.70%
Population by Race			
Total		4,188	100.0%
Population Reporting One Race		4,138	98.8%
White		4,098	97.9%
Black		20	0.5%
American Indian		7	0.2%
Asian		7	0.2%
Pacific Islander		1	0.0%
Some Other Race		5	0.1%
Population Reporting Two or More Races		50	1.2%
Total Hispanic Population		42	1.0%
Population by Sex			
Male		2,100	50.1%
Female		2,088	49.9%
Population by Age			
Total		4,188	100.0%
Age 0 - 4		269	6.4%
Age 5 - 9		300	7.2%
Age 10 - 14		345	8.2%
Age 15 - 19		288	6.9%
Age 20 - 24		212	5.1%
Age 25 - 29		219	5.2%
Age 30 - 34		246	5.9%
Age 35 - 39		258	6.2%
Age 40 - 44		274	6.5%
Age 45 - 49		339	8.1%
Age 50 - 54		351	8.4%
Age 55 - 59		322	7.7%
Age 60 - 64		249	5.9%
Age 65 - 69		175	4.2%
Age 70 - 74		140	3.3%
Age 75 - 79		102	2.4%
Age 80 - 84		56	1.3%
Age 85+		43	1.0%
Age 18+		3,087	73.7%
Age 65+		516	12.3%
Median Age by Sex and Race/Hispanic Origin			
Total Population		39.2	
Male		38.5	
Female		39.8	
White Alone		39.3	
Black Alone		20.0	
American Indian Alone		46.3	
Asian Alone		47.5	
Pacific Islander Alone		22.5	
Some Other Race Alone		37.5	
Two or More Races		20.0	
Hispanic Population		19.0	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

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Census 2010 Summary Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Households by Type

Total	1,541	100.0%
Households with 1 Person	324	21.0%
Households with 2+ People	1,217	79.0%
Family Households	1,142	74.1%
Husband-wife Families	880	57.1%
With Own Children	332	21.5%
Other Family (No Spouse Present)	262	17.0%
With Own Children	138	9.0%
Nonfamily Households	75	4.9%
All Households with Children	555	36.0%
Multigenerational Households	75	4.9%
Unmarried Partner Households	133	8.6%
Male-female	125	8.1%
Same-sex	8	0.5%
Average Household Size	2.72	

Family Households by Size

Total	1,142	100.0%
2 People	475	41.6%
3 People	246	21.5%
4 People	211	18.5%
5 People	126	11.0%
6 People	62	5.4%
7+ People	22	1.9%
Average Family Size	3.13	

Nonfamily Households by Size

Total	399	100.0%
1 Person	324	81.2%
2 People	67	16.8%
3 People	7	1.8%
4 People	1	0.3%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.21	

Population by Relationship and Household Type

Total	4,188	100.0%
In Households	4,188	100.0%
In Family Households	3,705	88.5%
Householder	1,142	27.3%
Spouse	880	21.0%
Child	1,414	33.8%
Other relative	141	3.4%
Nonrelative	128	3.1%
In Nonfamily Households	483	11.5%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

Data Note: **Households with children** include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 19, 2013

Census 2010 Summary Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Family Households by Age of Householder		
Total	1,142	100.0%
Householder Age 15 - 44	421	36.9%
Householder Age 45 - 54	286	25.0%
Householder Age 55 - 64	239	20.9%
Householder Age 65 - 74	117	10.2%
Householder Age 75+	79	6.9%
Nonfamily Households by Age of Householder		
Total	399	100.0%
Householder Age 15 - 44	76	19.0%
Householder Age 45 - 54	84	21.1%
Householder Age 55 - 64	85	21.3%
Householder Age 65 - 74	81	20.3%
Householder Age 75+	73	18.3%
Households by Race of Householder		
Total	1,541	100.0%
Householder is White Alone	1,517	98.4%
Householder is Black Alone	4	0.3%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	2	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	14	0.9%
Households with Hispanic Householder	4	0.3%
Husband-wife Families by Race of Householder		
Total	880	100.0%
Householder is White Alone	871	99.0%
Householder is Black Alone	1	0.1%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	5	0.6%
Husband-wife Families with Hispanic Householder	1	0.1%
Other Families (No Spouse) by Race of Householder		
Total	262	100.0%
Householder is White Alone	255	97.3%
Householder is Black Alone	2	0.8%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	1	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	3	1.1%
Other Families with Hispanic Householder	3	1.1%
Nonfamily Households by Race of Householder		
Total	399	100.0%
Householder is White Alone	391	98.0%
Householder is Black Alone	1	0.3%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	6	1.5%
Nonfamily Households with Hispanic Householder	0	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Census 2010 Summary Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Total Housing Units by Occupancy

Total	1,768	100.0%
Occupied Housing Units	1,541	87.2%
Vacant Housing Units		
For Rent	64	3.6%
Rented, not Occupied	4	0.2%
For Sale Only	27	1.5%
Sold, not Occupied	8	0.5%
For Seasonal/Recreational/Occasional Use	21	1.2%
For Migrant Workers	1	0.1%
Other Vacant	102	5.8%
Total Vacancy Rate	12.8%	

Households by Tenure and Mortgage Status

Total	1,541	100.0%
Owner Occupied	1,099	71.3%
Owned with a Mortgage/Loan	687	44.6%
Owned Free and Clear	412	26.7%
Average Household Size	2.71	
Renter Occupied	442	28.7%
Average Household Size	2.74	

Owner-occupied Housing Units by Race of Householder

Total	1,099	100.0%
Householder is White Alone	1,083	98.5%
Householder is Black Alone	3	0.3%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	10	0.9%
Owner-occupied Housing Units with Hispanic Householder	2	0.2%

Renter-occupied Housing Units by Race of Householder

Total	442	100.0%
Householder is White Alone	434	98.2%
Householder is Black Alone	1	0.2%
Householder is American Indian Alone	2	0.5%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	4	0.9%
Renter-occupied Housing Units with Hispanic Householder	2	0.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.72
Householder is Black Alone	3.75
Householder is American Indian Alone	3.50
Householder is Asian Alone	4.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	0.00
Householder is Two or More Races	2.07
Householder is Hispanic	3.75

Source: U.S. Census Bureau, Census 2010 Summary File 1.



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Demographic Summary		2011	2016
Population		4,126	4,134
Population 18+		3,058	3,080
Households		1,519	1,536
Median Household Income		\$35,987	\$41,167

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,410	46.1%	93
Bought any women's apparel in last 12 months	1,412	46.2%	102
Bought apparel for child <13 in last 6 months	901	29.5%	104
Bought any shoes in last 12 months	1,507	49.3%	95
Bought costume jewelry in last 12 months	623	20.4%	98
Bought any fine jewelry in last 12 months	556	18.2%	83
Bought a watch in last 12 months	717	23.4%	121
Automobiles (Households)			
HH owns/leases any vehicle	1,327	87.4%	102
HH bought/leased new vehicle last 12 mo	100	6.6%	69
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,738	89.5%	103
Bought/changed motor oil in last 12 months	1,991	65.1%	126
Had tune-up in last 12 months	850	27.8%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,674	54.7%	88
Drank regular cola in last 6 months	1,749	57.2%	112
Drank beer/ale in last 6 months	919	30.1%	71
Cameras & Film (Adults)			
Bought any camera in last 12 months	374	12.2%	96
Bought film in last 12 months	613	20.0%	105
Bought digital camera in last 12 months	138	4.5%	66
Bought memory card for camera in last 12 months	179	5.9%	77
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,031	33.7%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	678	22.2%	104
Avg monthly cell/mobile phone/PDA bill: \$50-99	772	25.2%	78
Avg monthly cell/mobile phone/PDA bill: \$100+	554	18.1%	86
Computers (Households)			
HH owns a personal computer	821	54.0%	73
Spent <\$500 on most recent home PC purchase	115	7.6%	87
Spent \$500-\$999 on most recent home PC purchase	244	16.1%	90
Spent \$1000-\$1499 on most recent home PC purchase	104	6.8%	52
Spent \$1500-\$1999 on most recent home PC purchase	72	4.7%	66
Spent \$2000+ on most recent home PC purchase	49	3.2%	51

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

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Retail Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,811	59.2%	99
Bought cigarettes at convenience store in last 30 days	645	21.1%	137
Bought gas at convenience store in last 30 days	1,247	40.8%	122
Spent at convenience store in last 30 days: <\$20	187	6.1%	63
Spent at convenience store in last 30 days: \$20-39	290	9.5%	93
Spent at convenience store in last 30 days: \$40+	1,293	42.3%	118
Entertainment (Adults)			
Attended movies in last 6 months	1,280	41.9%	71
Went to live theater in last 12 months	75	2.5%	19
Went to a bar/night club in last 12 months	313	10.2%	54
Dined out in last 12 months	1,081	35.4%	72
Gambled at a casino in last 12 months	230	7.5%	47
Visited a theme park in last 12 months	379	12.4%	58
DVDs rented in last 30 days: 1	57	1.9%	70
DVDs rented in last 30 days: 2	66	2.2%	47
DVDs rented in last 30 days: 3	59	1.9%	60
DVDs rented in last 30 days: 4	116	3.8%	99
DVDs rented in last 30 days: 5+	245	8.0%	61
DVDs purchased in last 30 days: 1	128	4.2%	84
DVDs purchased in last 30 days: 2	142	4.6%	98
DVDs purchased in last 30 days: 3-4	137	4.5%	97
DVDs purchased in last 30 days: 5+	127	4.2%	80
Spent on toys/games in last 12 months: <\$50	184	6.0%	99
Spent on toys/games in last 12 months: \$50-\$99	77	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	195	6.4%	89
Spent on toys/games in last 12 months: \$200-\$499	313	10.2%	95
Spent on toys/games in last 12 months: \$500+	156	5.1%	89
Financial (Adults)			
Have home mortgage (1st)	357	11.7%	61
Used ATM/cash machine in last 12 months	1,015	33.2%	65
Own any stock	124	4.1%	44
Own U.S. savings bond	103	3.4%	49
Own shares in mutual fund (stock)	92	3.0%	32
Own shares in mutual fund (bonds)	65	2.1%	36
Used full service brokerage firm in last 12 months	90	2.9%	47
Have savings account	698	22.8%	63
Have 401K retirement savings	335	11.0%	62
Did banking over the Internet in last 12 months	378	12.4%	45
Own any credit/debit card (in own name)	1,837	60.1%	81
Avg monthly credit card expenditures: <\$111	438	14.3%	104
Avg monthly credit card expenditures: \$111-225	208	6.8%	88
Avg monthly credit card expenditures: \$226-450	161	5.3%	70
Avg monthly credit card expenditures: \$451-700	103	3.4%	53
Avg monthly credit card expenditures: \$701+	123	4.0%	30

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

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Retail Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,345	76.7%	109
Used bread in last 6 months	3,008	98.4%	102
Used chicken/turkey (fresh or frozen) in last 6 months	2,390	78.2%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,585	51.8%	98
Used fresh fruit/vegetables in last 6 months	2,634	86.1%	99
Used fresh milk in last 6 months	2,827	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	613	20.0%	67
Exercise at club 2+ times per week	89	2.9%	23
Visited a doctor in last 12 months	2,369	77.5%	100
Used vitamin/dietary supplement in last 6 months	1,309	42.8%	88
Home (Households)			
Any home improvement in last 12 months	446	29.4%	93
Used housekeeper/maid/prof HH cleaning service in the last 12 months	159	10.5%	67
Purchased any HH furnishing in last 12 months	408	26.9%	89
Purchased bedding/bath goods in last 12 months	758	49.9%	91
Purchased cooking/serving product in last 12 months	413	27.2%	99
Bought any kitchen appliance in last 12 months	241	15.9%	91
Insurance (Adults)			
Currently carry any life insurance	1,558	50.9%	107
Have medical/hospital/accident insurance	2,162	70.7%	99
Carry homeowner insurance	1,802	58.9%	112
Carry renter insurance	127	4.2%	67
Have auto/other vehicle insurance	2,587	84.6%	102
Pets (Households)			
HH owns any pet	905	59.6%	116
HH owns any cat	430	28.3%	118
HH owns any dog	772	50.8%	135
Reading Materials (Adults)			
Bought book in last 12 months	1,096	35.8%	71
Read any daily newspaper	1,002	32.8%	79
Heavy magazine reader	426	13.9%	70
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	1,916	62.7%	87
Went to family restaurant/steak house last mo: <2 times	672	22.0%	86
Went to family restaurant/steak house last mo: 2-4 times	706	23.1%	86
Went to family restaurant/steak house last mo: 5+ times	537	17.6%	91
Went to fast food/drive-in restaurant in last 6 mo	2,746	89.8%	101
Went to fast food/drive-in restaurant <6 times/mo	955	31.2%	89
Went to fast food/drive-in restaurant 6-13 times/mo	929	30.4%	105
Went to fast food/drive-in restaurant 14+ times/mo	862	28.2%	113
Fast food/drive-in last 6 mo: eat in	1,173	38.4%	102
Fast food/drive-in last 6 mo: home delivery	246	8.0%	77
Fast food/drive-in last 6 mo: take-out/drive-thru	1,700	55.6%	107
Fast food/drive-in last 6 mo: take-out/walk-in	604	19.8%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	956	62.9%	98
HH average monthly long distance phone bill: <\$16	476	31.3%	113
HH average monthly long distance phone bill: \$16-25	139	9.2%	80
HH average monthly long distance phone bill: \$26-59	111	7.3%	79
HH average monthly long distance phone bill: \$60+	74	4.9%	109
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	331	21.8%	110
HH owns 2 TVs	418	27.5%	105
HH owns 3 TVs	317	20.9%	93
HH owns 4+ TVs	262	17.2%	83
HH subscribes to cable TV	498	32.8%	56
HH Purchased audio equipment in last 12 months	126	8.3%	85
HH Purchased CD player in last 12 months	61	4.0%	104
HH Purchased DVD player in last 12 months	118	7.8%	80
HH Purchased MP3 player in last 12 months	135	4.4%	43
HH Purchased video game system in last 12 months	124	8.2%	76
Travel (Adults)			
Domestic travel in last 12 months	1,104	36.1%	69
Took 3+ domestic trips in last 12 months	275	9.0%	60
Spent on domestic vacations last 12 mo: <\$1000	263	8.6%	68
Spent on domestic vacations last 12 mo: \$1000-\$1499	120	3.9%	58
Spent on domestic vacations last 12 mo: \$1500-\$1999	85	2.8%	68
Spent on domestic vacations last 12 mo: \$2000-\$2999	56	1.8%	44
Spent on domestic vacations last 12 mo: \$3000+	62	2.0%	40
Foreign travel in last 3 years	209	6.8%	26
Took 3+ foreign trips by plane in last 3 years	27	0.9%	18
Spent on foreign vacations last 12 mo: <\$1000	52	1.7%	28
Spent on foreign vacations last 12 mo: \$1000-\$2999	44	1.4%	35
Spent on foreign vacations last 12 mo: \$3000+	35	1.1%	23
Stayed 1+ nights at hotel/motel in last 12 months	924	30.2%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Demographic Summary		2011	2016	
Population		4,126	4,134	
Population 18+		3,058	3,080	
Households		1,519	1,536	
Median Household Income		\$35,987	\$41,167	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		1,916	62.7%	87
Family restaurant/steak house last month: <2 times		672	22.0%	86
Family restaurant/steak house last month: 2-4 times		706	23.1%	86
Family restaurant/steak house last month: 5+ times		537	17.6%	91
Family restaurant/steak house last 6 months: breakfast		329	10.8%	82
Family restaurant/steak house last 6 months: lunch		724	23.7%	95
Family restaurant/steak house last 6 months: snack		51	1.7%	59
Family restaurant/steak house last 6 months: dinner		1,368	44.7%	85
Family restaurant/steak house last 6 months: weekday		974	31.9%	83
Family restaurant/steak house last 6 months: weekend		1,227	40.1%	90
Family restaurant/steak house last 6 months: Applebee's		539	17.6%	70
Family restaurant/steak house last 6 months: Bennigan's		19	0.6%	28
Family restaurant/steak house last 6 months: Bob Evans Farm		98	3.2%	71
Family restaurant/steak house last 6 months: Cheesecake Factory		48	1.6%	24
Family restaurant/steak house last 6 months: Chili's Grill & Bar		218	7.1%	61
Family restaurant/steak house last 6 months: Cracker Barrel		543	17.8%	162
Family restaurant/steak house last 6 months: Denny's		150	4.9%	54
Family restaurant/steak house last 6 months: Friendly's		55	1.8%	46
Family restaurant/steak house last 6 months: Golden Corral		301	9.8%	137
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		228	7.5%	64
Family restaurant/steak house last 6 months: Lone Star Steakhouse		81	2.6%	98
Family restaurant/steak house last 6 months: Old Country Buffet		35	1.1%	41
Family restaurant/steak house last 6 months: Olive Garden		332	10.9%	61
Family restaurant/steak house last 6 months: Outback Steakhouse		292	9.5%	84
Family restaurant/steak house last 6 months: Perkins		87	2.8%	79
Family restaurant/steak house last 6 months: Red Lobster		337	11.0%	82
Family restaurant/steak house last 6 months: Red Robin		53	1.7%	31
Family restaurant/steak house last 6 months: Ruby Tuesday		237	7.8%	93
Family restaurant/steak house last 6 months: Ryan's		475	15.5%	417
Family restaurant/steak house last 6 months: Sizzler		29	0.9%	31
Family restaurant/steak house last 6 months: T.G.I. Friday's		154	5.0%	49
Went to fast food/drive-in restaurant in last 6 months		2,746	89.8%	101
Went to fast food/drive-in restaurant <6 times/month		955	31.2%	89
Went to fast food/drive-in restaurant 6-13 times/month		929	30.4%	105
Went to fast food/drive-in restaurant 14+ times/month		862	28.2%	113
Fast food/drive-in last 6 months: breakfast		945	30.9%	113
Fast food/drive-in last 6 months: lunch		1,750	57.2%	97
Fast food/drive-in last 6 months: snack		413	13.5%	77
Fast food/drive-in last 6 months: dinner		1,458	47.7%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



Restaurant Market Potential

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,992	65.1%	98
Fast food/drive-in last 6 months: weekend	1,427	46.7%	97
Fast food/drive-in last 6 months: A & W	101	3.3%	73
Fast food/drive-in last 6 months: Arby's	683	22.3%	109
Fast food/drive-in last 6 months: Boston Market	23	0.8%	16
Fast food/drive-in last 6 months: Burger King	1,206	39.4%	110
Fast food/drive-in last 6 months: Captain D's	516	16.9%	333
Fast food/drive-in last 6 months: Carl's Jr.	10	0.3%	5
Fast food/drive-in last 6 months: Checkers	141	4.6%	145
Fast food/drive-in last 6 months: Chick-fil-A	466	15.2%	118
Fast food/drive-in last 6 months: Chipotle Mex. Grill	42	1.4%	22
Fast food/drive-in last 6 months: Chuck E. Cheese	130	4.3%	95
Fast food/drive-in last 6 months: Church's Fr. Chicken	99	3.2%	76
Fast food/drive-in last 6 months: Dairy Queen	510	16.7%	105
Fast food/drive-in last 6 months: Del Taco	17	0.6%	16
Fast food/drive-in last 6 months: Domino's Pizza	434	14.2%	106
Fast food/drive-in last 6 months: Dunkin' Donuts	101	3.3%	29
Fast food/drive-in last 6 months: Fuddruckers	34	1.1%	39
Fast food/drive-in last 6 months: Hardee's	633	20.7%	309
Fast food/drive-in last 6 months: Jack in the Box	138	4.5%	43
Fast food/drive-in last 6 months: KFC	1,144	37.4%	137
Fast food/drive-in last 6 months: Little Caesars	190	6.2%	85
Fast food/drive-in last 6 months: Long John Silver's	361	11.8%	189
Fast food/drive-in last 6 months: McDonald's	1,916	62.7%	113
Fast food/drive-in last 6 months: Panera Bread	64	2.1%	21
Fast food/drive-in last 6 months: Papa John's	235	7.7%	88
Fast food/drive-in last 6 months: Pizza Hut	736	24.1%	110
Fast food/drive-in last 6 months: Popeyes	199	6.5%	89
Fast food/drive-in last 6 months: Quiznos	135	4.4%	49
Fast food/drive-in last 6 months: Sonic Drive-In	707	23.1%	197
Fast food/drive-in last 6 months: Starbucks	130	4.3%	28
Fast food/drive-in last 6 months: Steak n Shake	154	5.0%	100
Fast food/drive-in last 6 months: Subway	824	26.9%	85
Fast food/drive-in last 6 months: Taco Bell	996	32.6%	102
Fast food/drive-in last 6 months: Wendy's	1,011	33.1%	107
Fast food/drive-in last 6 months: Whataburger	73	2.4%	49
Fast food/drive-in last 6 months: White Castle	91	3.0%	75
Fast food/drive-in last 6 months: eat in	1,173	38.4%	102
Fast food/drive-in last 6 months: home delivery	246	8.0%	77
Fast food/drive-in last 6 months: take-out/drive-thru	1,700	55.6%	107
Fast food/drive-in last 6 months: take-out/walk-in	604	19.8%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 19, 2013

Made with Esri Business Analyst



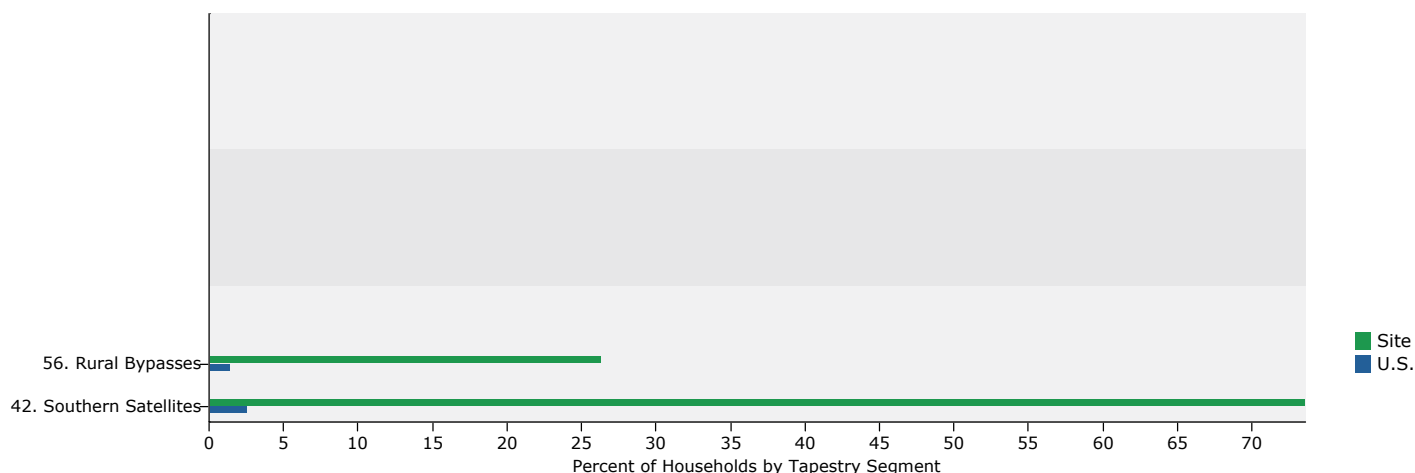
Tapestry Segmentation Area Profile

Franklin Township, OH
 Franklin township, OH (3902528224)
 Geography: County Subdivision

www.clermontcountyohio.biz

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	73.6%	73.6%	2.6%	2.6%	2831
2	56. Rural Bypasses	26.4%	100.0%	1.5%	4.1%	1,760
Subtotal		100.0%		4.1%		
Total		100.0%		4.1%		2439

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



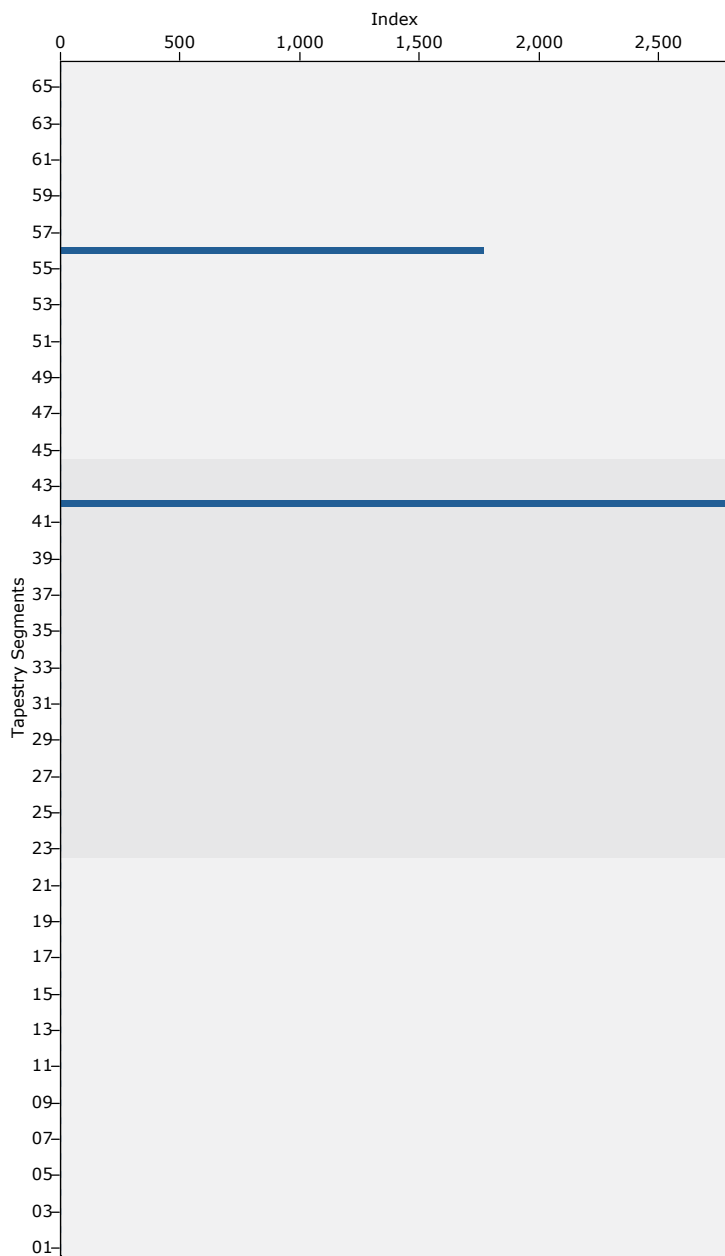
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

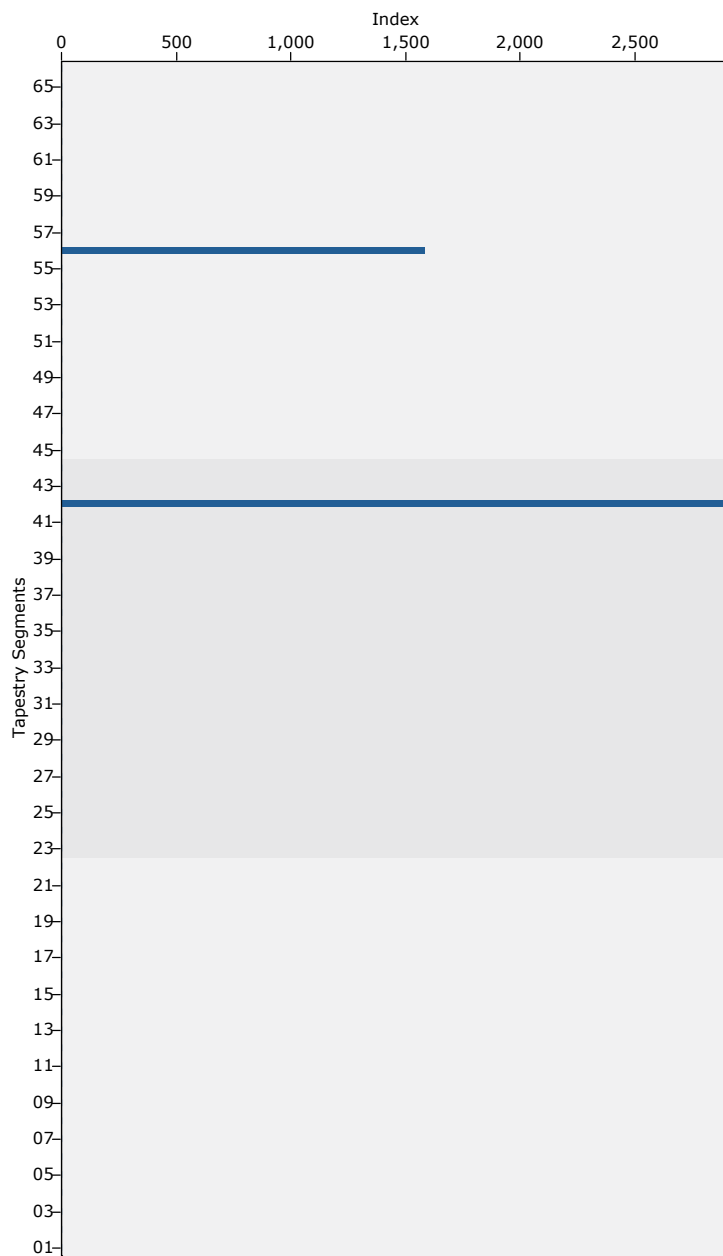
Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,519	100.0%		4,126	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,519	100.0%		4,126	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	1,519	100.0%	1065	4,126	100.0%	1077
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,118	73.6%	2800	3,149	76.3%	2918
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	401	26.4%	1775	977	23.7%	1588
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,519	100.0%		4,126	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Franklin Township, OH
Franklin township, OH (3902528224)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,519	100.0%		4,126	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	1,519	100.0%	1316	4,126	100.0%	1340
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,118	73.6%	2800	3,149	76.3%	2918
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	401	26.4%	1775	977	23.7%	1588
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 19, 2013

Made with Esri Business Analyst

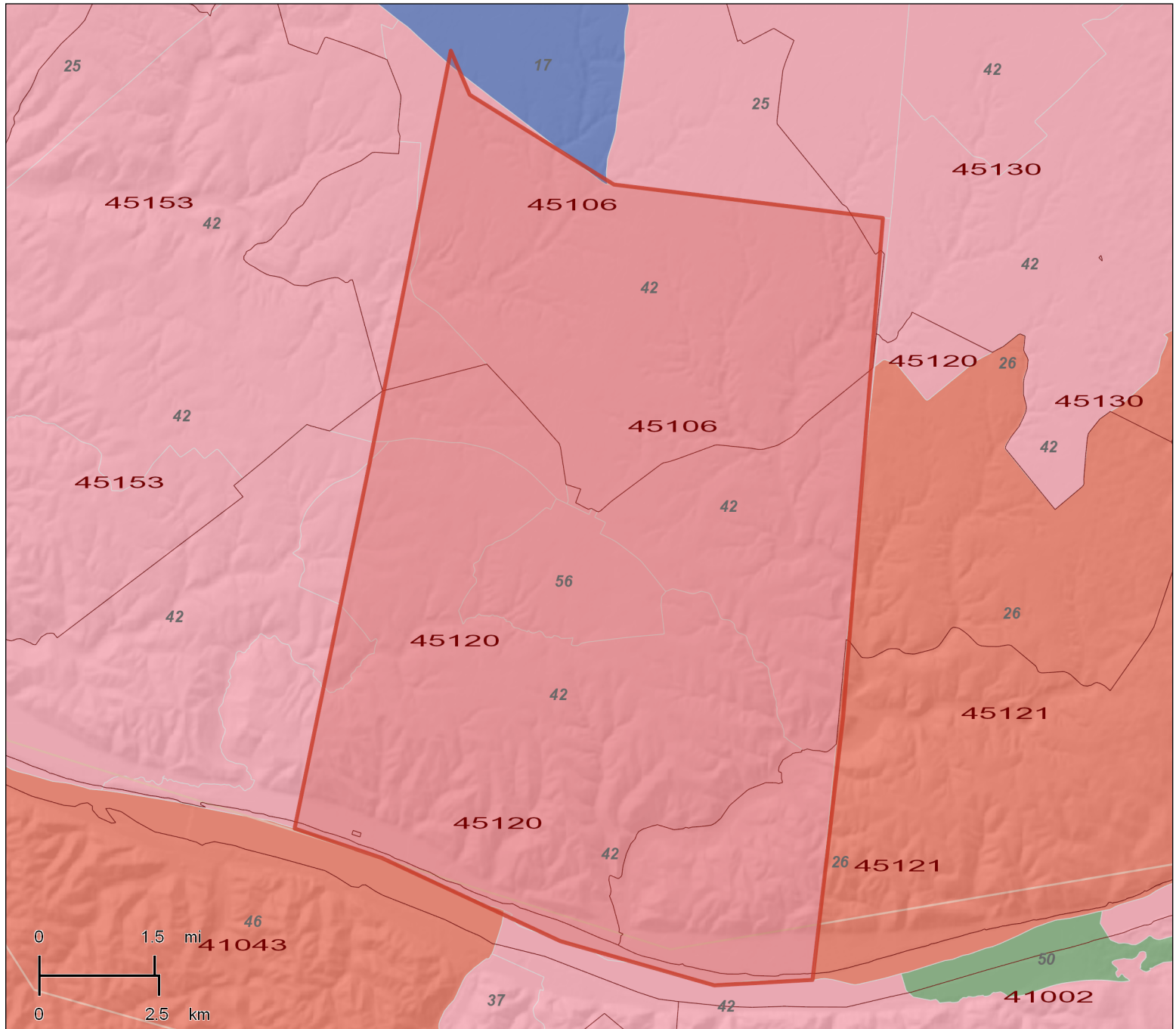


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Dominant Tapestry Site Map

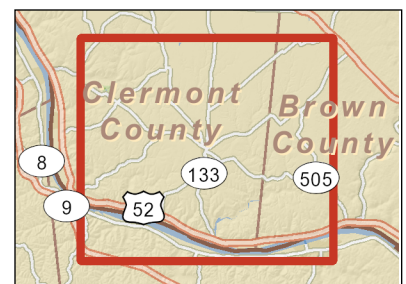
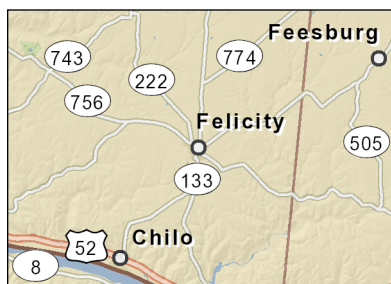
Franklin Township, OH
3902528224 (Franklin township)
Geography: County subdivisions

www.clermontcountyohio.biz



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 19, 2013

Made with Esri Business Analyst

Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

April 19, 2013